

Customer Acquisition Training: **Step-by-Step**

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#1 -The Plan

A. Plan to make 3-5 calls a night, to get 1 completed survey. Personally, I allot an amount of time (60-90 minutes), if I get a survey done in the first 5 minutes, I keep calling until my time is up. Doing "just enough" is for employees, not business owners!

Note: Pass around a copy of “Weekly ACN Plan” PDF

B. Have a place to call set up in advance. It must be quiet, free of distractions, and have all of your resources at hand. If you can't go home without getting into the TV, then either stop at the library/coffee shop and make your calls before you get home (I recommend this), or put the TV in storage until you get your 50 points.

C. Set small personal goals/challenges/rewards. For each new customer you get an ice cream cone, or an hour of your favorite TV show, a Venti-hazelnut-no-fat-whatever... just something to look forward to, and take pride in. Get it, savor, it, then get back on the phone.

NO PIQUING BY EMAIL OR FACEBOOK. It's a waste of time, it hurts your online credibility, it will NOT get you points. It doesn't work. Believe me, I know!

BILL MCKEE – ROLE PLAY LIST CREATION

Note: Be sure circle back on your old contacts. Many of the customers that Vic and I have added in the last six months are folks who said no during our first six months. Lots of reasons: unfamiliar with your business, unsure of your stability, or just plain didn't need the services at the time.

1. FB/email for ok to fill out survey, and when would be a good time
2. Text before calling (2x if necessary)
3. Call with Survey in hand, in a call-friendly environment.
 - a. Fill out survey completely, especially address and home phone
 - b. Ask about favorite channels (if app.)
 - c. Set up quote-time, in person in at ALL possible.

#2 - The Call

1. "Hey, do you have a few minutes?"

If Yes...

- a. Hey, I need a huge favor...
- b. Hey, I'm hoping I can ask a favor...

If No...set a time to call back (write it in your planner)

2. I think you know that Vickie and I started a telecom business a couple of years ago, so that Vic could come home full time with Grace (*insert WHY*), and it's going well. In fact, we're in a company-wide competition right now for a major bonus, and it would be a big deal for us.

We need to add a specific number of new customers by November first, and I need your help.

Can we just walk through the survey form right now? It'll take less than 5 minutes, and then maybe we can get together later this week, or next, and see if I can match or beat what you're currently paying on your telecom services.

(Note: Aim for the future. I've found that, when calling people for energy services, I get double the positive responses when say that "we'll soon be offering energy in your state, can I give you a call when I get licensed?") Please always feel busier "now".

3. Fill out the survey. If they're unsure as to specific numbers, get their best estimate. At the end of the call, set up a time within the next 24-48 hours to confirm those numbers.
 - a. Be sure to get full physical address and home phone number
 - b. For internet - what do you go online for (*email, surfing, shopping, movies, gaming*)
 - c. For TV - what channels can't you live without (*allows you to find the best price*)
4. Thank them for their time. Confirm a time later that week to review your quote. Maybe offer to buy them a coffee at their favorite coffee shop when you meet.

Note: "Let go your ego" marked in "Never eat alone"

#3 - Research

6. Go home and create a quote
 - a. Cell phone - I always give a quote for one level up and down of their current minutes, texting, etc.
 - b. TV - Always quote BOTH DirecTV and Dish (unless they are already customers of one) and give package options.
 - c. If their cell phones are under contract, put a reminder in you planner 90/60 & 30 days before their contract ends. You want to beat the provider's "sweetheart deals."

#4 – The Quote

7. Meet them to go over the quote. Do NOT meet unless you are prepared to sign them up for services. This means insuring that you have the ability to get online, your IBO ID, and a charged cell phone (and numbers) in case you have to call in.
8. I suggest dressing at least business casual, even with folks you know. I also recommend have a product notebook that both of you can refer to, with color print-outs of the back-office flyers. (*You'll never remember everything. "Rose, what was the name of that restaurant we went to last night?" Joke*)

#5 – Follow-Up

9. Within 24 hours, mail the new customer a *Thank You* card with a \$5-\$10 gift card enclosed, depending on the number of services, for Starbucks, Dutch Bros, or Jamba Juice (their preference). Put a note in your planner to send a second card and GC on their 1yr anniversary.
10. Check back every six months for potential new service needs.

Joke – (Can't remember the name of the restaurant, wives are in the kitchen) "What do you call that red flower you give someone when you love 'em?" – "That's it! Hey Rose! What was the name of that restaurant we went to last night?"

My Personal soapbox – planners & Calanders, write everything down...you WILL forget! \$700 iPad, or \$1 Dollar Store planner, doesn't matter - The best planner on the market is the one you'll use.

Note: Features & Value & Savings – In that order. See notes marked in my journal.

#6 – Top Tier Services

Product/Service	Points	Commissionable	Duration of Commissions
Digital Phone Service w/Video Phone	2 Points	100%	Life of Customer
Digital Phone Service w/Phone Adapter	2 Points	100%	Life of Customer
Digital Phone Service Family Plan	1 Point	100%	Life of Customer
Local and Long Distance	2 Points	100%	Life of Customer
Long Distance	1 Point	100%	Life of Customer
Mobile World U.S. & Canada	1 Point	100%	Life of Customer
DigitalTalk Commercial Phone Service	2-4 lines = 3pt	100%	Life of Customer
	5-9 lines = 4pt	100%	Life of Customer
	10+ lines = 5pt	100%	Life of Customer
Energy – Natural Gas or Electricity	1 Point each	50%**	Life of Customer
Computer Support (Res or Business)	1 Point	100%	Life of Customer

Cell phones, sat tv, home security, etc...all good services to provide with convenient, but the above services should be TARGETED.

#7 – Mindset

Vickie – Asking the Favor

“You have no idea what the means to me...”

I want to finish up with one final thought.

All of the stuff we talked about tonight is great, and I hope it will help you, as much as it's helped me. But I think we all know that no number of plans, or lists, or scripts are going to do us any good, if we won't pick up the phone.

Why don't we pick up the phone?

Because we're afraid.

We're afraid of other people's opinions of us, afraid of rejection, afraid of being laughed at. We're too afraid to ask a favor from people who know, love, and trust us.

But, we can't allow ourselves to be more afraid of these things than we are afraid of never attaining our why.

STORY

Read the story about Mom and William Shatner.

Do you think that kid was afraid to stand up in front of a thousand people and ask a favor from a world-famous stranger? Do you think he was afraid that, not only he, but his mom might be rejected by her hero?

I assure you, he was.

My mother passed away two weeks later, almost 25 years ago now. The last time I saw her alive, she told that story to her hospice nurse while holding my hand. It's one of the proudest moments of my life, and it would never have happened if I'd allowed fear to keep me from standing up, and asking for a favor.

One moment of sheer terror, and a golden memory that I've relived countless times since...and *that*, is residual income.

That's all I've got.